

FREE CHECKLIST

Programmatic DOOH Campaign Planning Checklist

A one-page checklist to run before every campaign launch.

Pulled directly from the planning process in this guide. Work through each item once, before inventory, packages or deal IDs are ever discussed.

☐ **Objectives**

Primary business objective written in one sentence; primary and supporting KPIs agreed.

☐ **Audience**

Defined by behaviour, geography and relevant environments, not only demographics.

☐ **Budget**

Sufficient for meaningful reach and frequency; not spread too thin across too many markets.

☐ **Locations**

Venue types chosen because they support audience mindset and objective; surfaced audience-first, not screen-first.

☐ **Creative**

Passes the three-second test; meets all screen specs, durations and approvals; dynamic variants built where the buy supports triggers.

☐ **Buying setup**

Direct vs programmatic chosen deliberately; deal IDs, packages, targeting and pacing confirmed; frequency caps set.

☐ **Measurement**

Method, partner, scale and reporting dimensions confirmed before launch; POI polygons and any brand-lift baseline in place.

☐ **KPIs**

Primary KPI and target agreed with the client before launch; secondary KPIs give context.

☐ **Reporting**

Cadence, dashboard structure, stakeholders and success narrative agreed.

☐ **Campaign review**

Post-campaign learning questions defined before launch; common planning mistakes checked off as avoided.